

Message Text

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PAGE 01 DUBLIN 01757 271551Z POSS DUPE
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----097893 280210Z /62
R 271503Z JUL 77
FM AMEMBASSY DUBLIN
TO SECSTATE WASHDC 9401
USDOC WASHDC

UNCLAS DUBLIN 1757

E.O. 11652: N/A
TAGS: BEXP, EI
SUBJECT: CLERY'S IN-STORE PROMOTION, OCTOBER 1977

REF: DUBLIN 1634; USDOC 12072; USDOC 7595

1. ECON/COM OFFICER CALLED ON CLERY'S DEPARTMENT STORE MANAGER BRIAN SHIELDS JULY 26 TO DISCUSS UPCOMING IN-STORE PROMOTION AND TO LEAVE DRAFT CONTRACT (AS PROVIDED BY COMMERCE) FOR HIS PERUSAL. SHIELDS STATED THAT HE WOULD CONTACT THE EMBASSY BY THE END OF THE WEEK REGARDING A DATE FOR SIGNING.

2. AS COMMERCE AWARE, SHIELDS HAS BEEN PLANNING TO SPLIT PROMOTION INTO THREE SEPARATE SEGMENTS. HE INDICATED, HOWEVER, THAT PRIMARY EMPHASIS WILL BE GIVEN TO SEGMENT TO BE HELD AROUND LAST WEEK OF OCTOBER - FIRST TWO WEEKS OF NOVEMBER. FIRM DATES NOT YET FIXED.

3. SHIELDS HAS BEEN VERY PLEASED WITH SALEABILITY OF US MERCHANDISE OVER COURSE OF LAST YEAR AND PLANS TO TRAVEL TO US IN SEPTEMBER TO ARRANGE ADDITIONAL PURCHASES. HE INTENDS TO SEEK APPOINTMENT WITH CHARLES JOHNSON, OIM/SAD/IN-STORE PROMOTIONS, AT THAT TIME TO DISCUSS CURRENT IN-STORE PROJECT. KEY POINTS SHIELDS WISHED TO BROACH WITH JOHNSON REGARDS POSSIBILITY OF COMMERCE ASSISTANCE IN IDENTIFYING "LEADING US PERSONALITY" AND EXHIBIT TO ADD SOME LUSTRE TO THE PROMOTION. AS EXAMPLE HE CITED POTENTIAL DRAWING
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POWER OF PERSONNEL AND EQUIPMENT RELATED TO SPACE PROGRAM. EMBOFF POINT OUT PRACTICAL LIMITATIONS TO WHAT COMMERCE MIGHT DO IN THIS RESPECT, BUT INDICATED THAT WE WOULD PASS ON REQUEST NOW TO MAXIMIZE TIME AVAILABLE TO COMMERCE AND HENCE INCREASE POSSIBILITY OF EFFECTIVE FACILITATIVE SUPPORT. SHIELDS STATED THAT HE WOULD REMAIN IN CLOSE TOUCH WITH EMBASSY IN COMING WEEKS.

4. ACTION REQUESTED: CLERY'S APPEARS TO BE TAKING AN UNUSUALLY DYNAMIC APPROACH IN SEEKING OUT SALES OPPORTUNITIES FOR US GOODS IN A MARKET TRADITIONALLY DOMINATED BY BRITISH SUPPLIERS. EMBASSY HOPES THAT COMMERCE WILL BE ABLE TO ASSIST IN IDENTIFYING POSSIBLE EXHIBITION OR VISITORS FOR THIS FIRST MAJOR US CONSUMER GOODS PROMOTION BY A DUBLIN DEPARTMENT STORE IN A DECADE. WE ARE HOPEFUL THAT SUCCESSFUL CLERY'S EFFORT WILL RESULT IN SIMILAR INCREASE IN ATTENTION TO US GOODS BY THEIR COMPETITION. PLEASE ALSO SUPPLY FISCAL DATA REQUESTED DUBLIN'S REFTTEL ASAP. SHANNON

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